

## MAJOR ATTRACTIONS

National Parks (2007 Attendance) Includes Group Tours

- Banff - 3,334,200
- Jasper - 2,039,100
- Waterton - 383,300

### Other Attractions (2008 Estimated Attendance)

- Calgary Stampede - 1,236,351
- Edmonton Capital Ex - 743,374
- Taste of Edmonton - 600,000
- Edmonton Fringe Festival - 500,000
- Ponoka Stampede - 66,465
- Big Valley Jamboree - 79,000
- Heritage Days - 340,000

### Other Attractions (2007 Attendance)

- Calgary Stampede - 1,251,100
- Ponoka Stampede - 70,000
- Edmonton Grand Prix - 170,000
- Big Valley Jamboree - 87,000
- Edmonton Fringe Festival - 350,000
- Edmonton Capital Ex - 772,692
- Whoop-Up Days - 69,964
- Glenbow Museum (Fiscal Year) - 140,126
- Fort Calgary - 32,000
- Calgary Zoo - 1,170,549
- CN Women's Open - 64,850
- Whoop-Up Days - 69,964
- Spruce Meadows - 434,506
- Alberta Legislature Building - 149,952
- Canadian Finals Rodeo - 92,533
- Fort Edmonton Park - 293,255
- Galt Museum - 43,022
- Head Smashed In Buffalo Jump - 77,659
- Royal Tyrrell Museum - 395,490

Source: Alberta Tourism Attractions

## REGIONAL EVENTS

November 2008 to January 2009

- Egypt, Gift of the Nile Fall Exhibit, Galt Museum, Lethbridge, October 9th — January 25th
- Roaming Buffalo Classic Curling Bonspiel, Wainwright, November 21st — 24th
- Drumheller Light Up, Drumheller, November 21st
- Banff Lake Louise Winterstart Festival, Banff, November 29th — December 7th
- Ice Sculptures, Red Deer, December 15th — January 15th
- Women's World Cup Downhill, Banff/Lake Louise, December 5th — 7th
- Cowboy Christmas Ball, Hill Spring, December 6th — 20th
- Annual Athabasca Christmas Bird Count, Athabasca, December 27th
- High River Bull Busting, High River, December 31st

Source: Alberta Tourism, Parks and Recreation



# Alberta Tourism Quick Facts

Tourism Research

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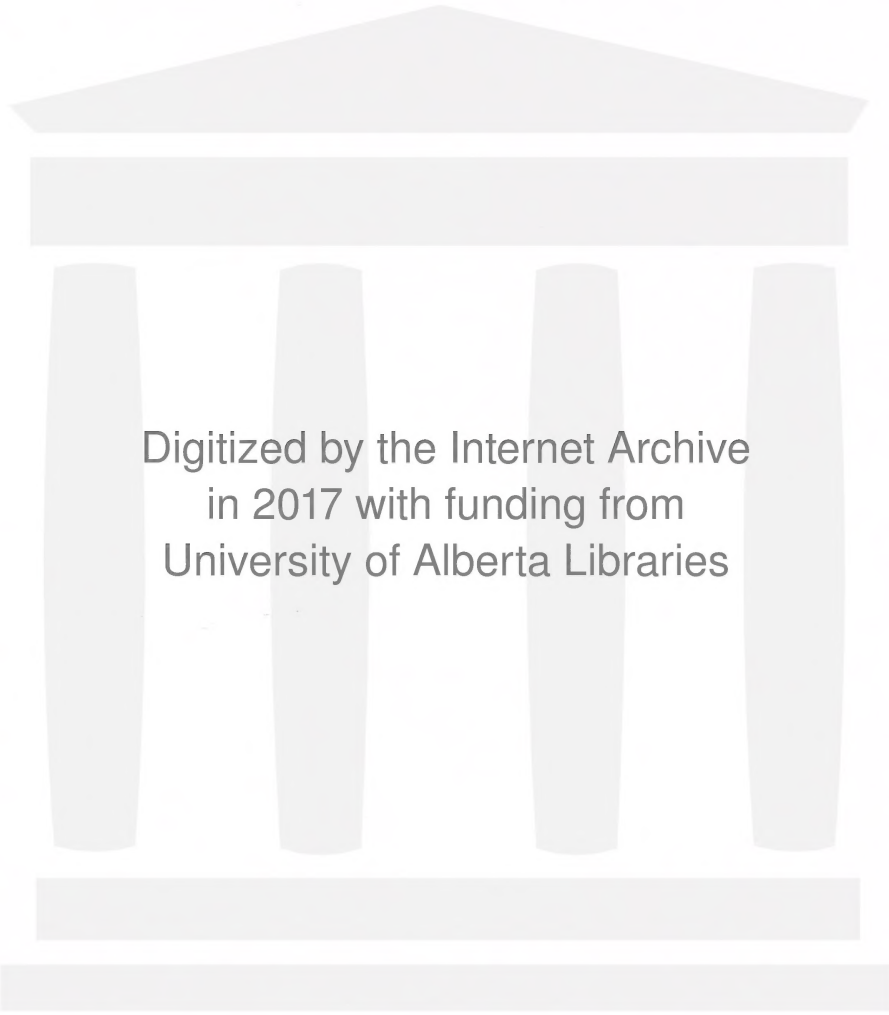
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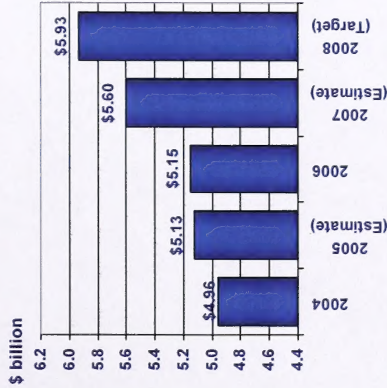


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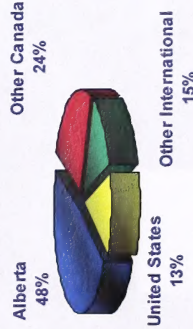


## Alberta Tourism Expenditures



In 2006, \$5.15 billion was spent on tourism within the province. Close to 50% was attributable to spending by Albertans.

## Tourism Expenditures by Market, 2006



Source: Statistics Canada, Alberta Tourism, Parks and Recreation, International Travel Survey, Travel Survey of Residents of Canada

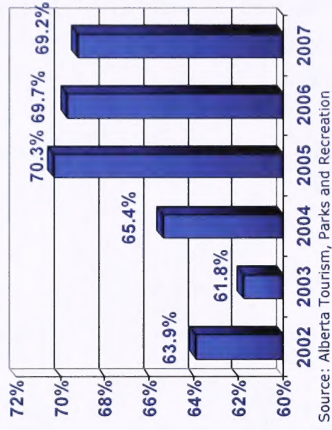
## Travel to Alberta by Visitor Origin, 2006

Person Visits ('000s)		19,561
Total		17,854
Canada		15,452
Alberta		837
British Columbia		834
Saskatchewan		387
Ontario		345
Other Canada		935
United States		74
Washington		122
California		58
Montana		72
Texas		47
Oregon		562
Other United States		438
Europe		224
United Kingdom		69
Germany		145
Other Europe		291
Asia/Pacific		85
Japan		46
Australia		160
Other Asia/Pacific		

Please note: Travel by domestic visitors (Canadian residents) consists of same-day and overnight visits, while travel by international visitors (overseas and U.S.) consists of overnight visits.

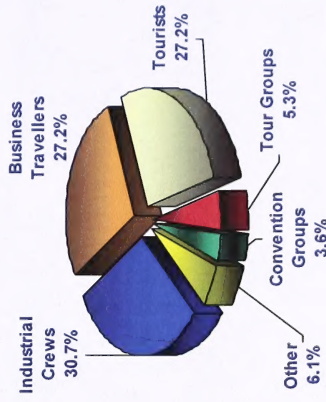
Source: Statistics Canada, International Travel Survey, Travel Survey of Residents of Canada

## Average Annual Occupancy



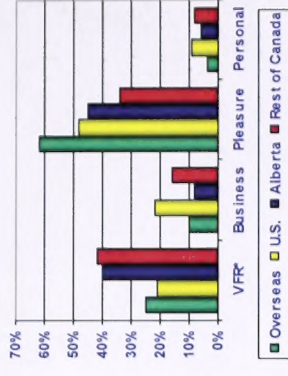
Source: Alberta Tourism, Parks and Recreation

## Source of Room Demand for Hotels and Motels, 2007



Source: Alberta Tourism, Parks and Recreation

## MAIN PURPOSE OF TRIP, 2006



\* VFR— Visiting friends and relatives

## Average Overnight Spending Per Person in Alberta, 2006

Resident of	\$
Alberta	192
Saskatchewan	303
British Columbia	388
Ontario	859
United States	710
Japan	914
Germany	925
United Kingdom	1,068

Source: Statistics Canada, International Travel Survey, Travel Survey of Residents of Canada

